

## What can be donated?

- Many different parts of your body can be donated to be used in treatment of others, or for research that could help improve medical processes in future.
- The person receiving a donation could be someone who needs medical help, for example because they are suffering from kidney failure or have lost a lot of blood during an accident. It could also be a researcher or a research organisation who needs donated tissue to investigate new ways of treating diseases.
- The whole body can be donated for medical education and training, or 'loaned' for medical purposes during life – for example for testing a new medicine as a volunteer.
- Some parts of your body can be donated while you are alive and some only after you have died. The diagram below shows which parts of your body can be donated.

### Living donors

#### Blood

Used for transfusions and to treat diseases such as anaemia and haemophilia. Blood samples may be given for research

#### Liver lobes

Used for transplantation

#### Kidneys

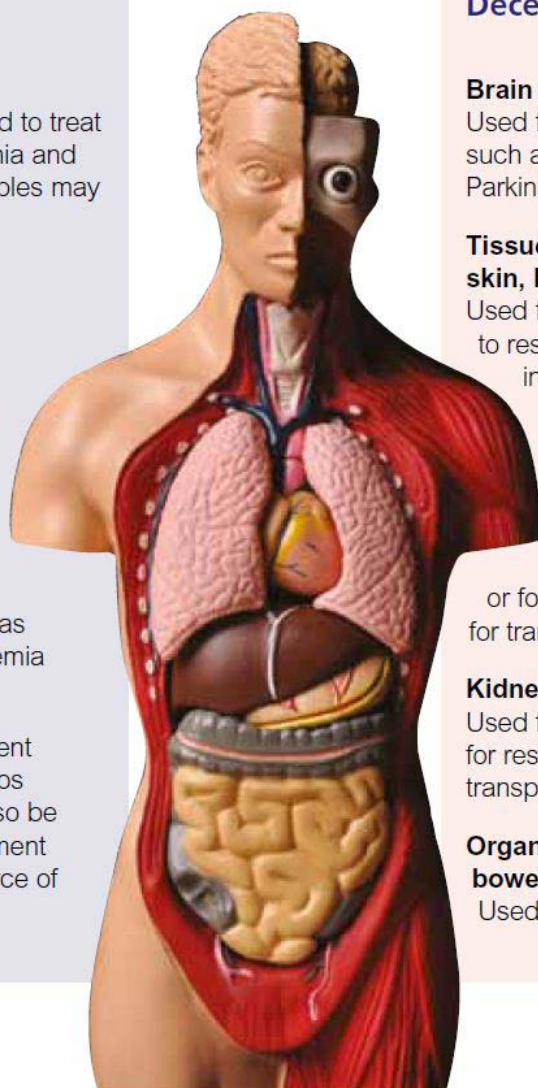
Used for transplantation

#### Stem cells

from bone marrow or circulating blood (also from cord blood).  
Used for treatment of blood disorders such as leukaemia and thalassaemia

#### Eggs and sperm

Used for infertility treatment and for research. Embryos created after IVF may also be donated for fertility treatment or research, or as a source of embryonic stem cells



### Deceased donors

#### Brain

Used for research into diseases such as Alzheimer's and Parkinson's disease

#### Tissue, including corneas, skin, bone

Used for treatment (for example to restore sight, treat burns and in surgery) and in research

#### Organs, including heart, lungs, liver, pancreas and small bowel

Used for transplantation, or for research if not suitable for transplantation

#### Kidneys

Used for transplantation, or for research if not suitable for transplantation

#### Organs including the large bowel, bladder and prostate

Used only for research

## Exercise: types of donation

Below are some examples of types of donation currently in demand.

Tissue donation after death for life-enhancing treatment, e.g. cornea to restore sight

Tissue donation after death for life-saving treatment, e.g. skin to treat serious burns victims

Organ or tissue donation after death for a publicly-funded research project on the causes of a disease

Donation of 'left over' material removed during an operation for a publicly-funded research project on the causes of a disease.

Whole organ donation after death for life-prolonging transplant, e.g. heart, kidney, liver

Blood donation for life-saving treatment e.g. during an emergency operation

Participation in a clinical trial run by a pharmaceutical company to test the safety of a new medicine

Organ or tissue donation after death for a pharmaceutical company research study on the causes of a disease.

Live kidney donation for life-prolonging transplant

Donation of 'left over' material removed during an operation for a pharmaceutical company research study on a new medicine.

Imagine you are the head of an NHS campaign to encourage more donors to come forward. Because of limited resources, you need to choose *one* type of donation from the list as the focus of your campaign. Thinking about how to make your campaign as effective as possible, consider the following questions:

- Who is your target audience? What are their main interests and values? Why might they not currently be open to donating?
- What will be the benefits if your campaign succeeds?
- Could there be any negative effects of your campaign?

## Exercise: types of donation

What type of donation are you focussing your campaign on?



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Why did you decide to focus on this type of donation? What criteria did you apply to make your decision?



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What difficulties might you face with this campaign compared to others?



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